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Hey Skinny! Great Advertisements From The Golden Age Of Comic Books



Synopsis

Leaping provocatively off the pages of comic books from the 1940's and 1950s, sandwiched in between the adventures of Captain Marvel or Archie or Mutt & Jeff, were the shameless and often bizarre advertisements for miraculous products that promised to change your life. This book collects the best of these ads, re-igniting all the wonder and hope of that more innocent era.

Glow-in-the-dark neckties, miniature monkeys in a cup, a lamp that turns into a Christmas tree, as well as surefire ways to get rid of pimples.

Book Information

Paperback: 96 pages

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Product Dimensions: 7.5 x 0.3 x 10 inches

Shipping Weight: 7.2 ounces

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #858,600 in Books (See Top 100 in Books) #97 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Magazines & Newspapers](#) #167 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #1638 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

As a kid, did you prefer reading cereal boxes to reading books? Ever order something from an ad in the back of a comic book? If so, you'd be crazy not to get this wonderful book ("while supplies last"). It's loaded with some of the most outrageous (yet authentic) comic book advertising ever created. From Sea Monkeys to "FREE" monkeys, the ads are all reproduced in living color (in some cases far better than the originals!). You'll find all the great, original hype and propaganda far more outrageous than would be acceptable by today's advertising standards (and that's saying something)! There are familiar ads of years gone by, and more than a few unusual ads that you've likely never seen before. This book is an absolute bargain for anyone who wants a flashback of fun nostalgia. It's entertaining and a joy to read. In fact, you might just rekindle that burning urge to rush out and buy yourself an ant farm. Highly recommended!

My friends & I are still laughing about this book! Someone I know found it on the "dollar rack" at the library & thought I might like it. I want to send for the "Invisible Helmet" as soon I get the \$\$\$. The graphics are one of the funniest things, check out the used girls dresses ad, the dresses are scattered about & the faces are superimposed on the neckline, they look like mutant children. A real glimpse into the not so distant past.

This book is a fun and easy read - actually, there isn't much reading really. Definitely a fun buy! The imaginary is excellent.

I got a kick out of these old ads. I remember seeing some like them in the 60's. This book was a hit with the coffee shop crowd.

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